



OCBA BOARD OF DIRECTORS MEETING

Wednesday, July 11, 2018

4:00 P.M. Berkley Manor

In Attendance: Justin LeBlanc, John Giagu, Martha Garrish, Chip Stevens, Wayne Clark, and Phoebe Kot

Helena Stevens, Tourism Director

Kathryn Waldrop, Administrative Assistant

Absent: Rudy Austin, Ashley Harrell, and Sharon Brodisch

May 7, 2018 OCBA Board Minutes

The board agreed to review the May minutes once more before approval. A vote will be done via email prior to the August meeting.

OCBA/OTTDA Contract

The contract between the Ocracoke Civic and Business Association and the Ocracoke Travel and Tourism Development Authority has been signed by both parties. The OCBA has yet to received any money from Hyde County from the 2% Occupancy Tax collections that go to the OTTDA. The first check as promised will be for \$60,000 for funding for OCBA's second quarter.

Hiring of Executive Director and Bookkeeper

The OCBA has hired Jeff Dippold for the bookkeeping position. The personnel committee (Justin LeBlanc, Daphne Bennink, and Bob Chestnut) has been waiting to conduct interviews for the Executive Director position until the contract between OTTDA and OCBA was signed. The personnel committee is meeting in the next few days to plan interviews. Justin is confident that the potential hire date will be August 1, 2018.

Kingfish Cup Tournament

Ashley Harrell was not present at this meeting to discuss the requested funding by the members of the Kingfish Cup Tournament. The event takes place the week of November 1, 2018.

Hatteras Ferry (suggesting best travel times and with NCDOT)

There are suggested travel times listed on the NCDOT website as well as the visitorcracokenc.com website. Helena and Kathryn will post more about the travel times on social media and in newsletter to those "requesting more information."

Brochures at Visitor Center

Helena spoke to Ed Fuller about having rack cards at the NPS Visitor Center. Ed said it is not something NPS can do. **Wayne will look into this more with Eastern National, the private contractor that operates the Visitor Center for the NPS to and see if there is a way it could work. Chip suggested talking to OPS about putting rack cards up at the museum. He will bring it up with Ruth.**

Little Visitor Center

Justin to speak to Scott Bradley about the change in rent. His intent will be to indicate to the Community Square Foundation that the OCBA cannot afford to pay the proposed increase in rent. It was suggested that we give the \$100 that is received monthly by Coyote Music Den towards the rent. If the OCBA continues to have the visitor center, it needs new signage. **Chip to inquire with OPS about hosting the OCBA Visitor Center at the Museum if an agreement with the Foundation on rent for the current space cannot be achieved.**

EMS Building

There was an issue raised by the OCBA about the need for the building to be aesthetically pleasing. The building has been decided on, it will be “prefab” residential style building. . Perhaps a mural could be done on the building to make it more attractive. **Justin will bring the issue up again to Bill Rich at the Civic Affairs Meeting.**

Confidence Report

There is a concern amongst some board members about the perception of the OCBA in the community. Wayne suggested doing a confidence vote or a contributor satisfaction survey once a year to our members. Chip suggested getting more contributors to be on some OCBA committees to help with community perception. **This topic will be revisited in the fall.**

Cash Machine in OCBA Visitor Center

The ATM machine from the OWAA has been put in the OCBA Visitor Center. The board had agreed that it should not be in the Visitor Center in the spring. It is apparent there was a lack of communication. However, the ATM machine is not that big so the board agreed it can stay.

OTTDA/OCBA/OPS Check Requests

There has been a \$16,000 adjustment that the budget committee has been working on for the last few months due to a over payment of the second draw in the 2017/18 fiscal year. The OCBA will be receiving a \$60,000 check in the next few days to replenish the cash that has been spent in the second quarter of this year. Wayne projects that the OCBA will have about \$20,000 at the end of the year. The OCBA will be receiving \$22,000 a month from the OTTDA.

Ball Field Sponsorship

There was an issue raised by the Ocracoke Ball Field that the OCBA has not paid for 2017 and 2018's \$400 team sponsorship. **Wayne looked into it and checks have been sent for 2016 and 2017 but not 2018. Wayne will look in his records for an invoice.** Justin sent an email to Barbara Jemison for an invoice for the 2018 sponsorship. Presuming that the invoice is received and the name be changed from Ocracoke Civic and Business Association to Visitocracokenc.com, a **motion** to approve the \$400 sponsorship made by Justin and seconded by Martha. **Motion** approved and carried.

\$34k CD Reserve

Rudy spoke with Justin and he is very passionate and adamant that the money needs to be saved for public restrooms. Wayne does not think that we will need to use the CD in reserve money for

anything else. Ken Debarth shared that he is concerned with the maintenance of the restrooms. This topic will be addressed again in the fall.

Civic Affairs Meeting July 11, 2018 6:00 P.M. Ocracoke Community Center

The Civic meeting agenda to include updated from Hyde County, NPS, Tram Update, and Tom Pahl. Kathryn to take minutes.

School Scholarship

Mary McKnight contacted the OBCA about a \$500 sponsorship for 2018 and 2017, claiming that the OCBA has not yet paid for 2017. **Wayne to check his records for the 2017 sponsorship.** The check for 2018 has been sent. Thus far, \$400 has been donated to the Ocracoke Youth Center for baseball team sponsorship, and \$400 to the School.

July 4 Events

The Glow Party at the Ocracoke Community Park had 845 people in attendance. It raised \$4,200 for the ball park (before concession sales). The OCBA made \$1,309 from the sale of glow items. Donations from various businesses helped offset the cost of the glow party. There will be some smaller glow parties during the rest of the year where we can sell the remaining glow merchandise. The July 4 events will need more volunteers for next year. The events committee will also think about a different way to do the awards presentations.

Commitment to Sponsored Events

OCBA has agreed to keep the British Cemetery event through 2019. Then the OPS will take it over. The OCBA is keeping it until then because the OPS did not have a chance to approach the funding for it at the OCC Tax meetings.

Martha will ask Teresa if she wants to take over the Boat Parade event again. Helena spoke to Mark Brown and he is very interested in doing a poster for this event.

Island Wide Yard Sale is scheduled in mid September, **Helena to send something out to contributors about participating.**

Travel and Tourism Director Report

Helena has a contract with Element Advertising that needs to be signed for the expenditure of \$125,000. It is a broad expansion of the previous contract. It covers the media aspect, 2 newsletters (Helena suggests it changes to 4). Helena will make some minor edits and send back to Element. Once those are made and the board has read the contract, the board would like two signatures.

A French Canadian Children's show is coming to Ocracoke on July 28th. They are going to do an hour long episode on Ocracoke Island.

NatGeo Kids has a writer coming to Ocracoke August 10-12. He will be focusing on Blackbeard and nature activities. They will be staying at the Anchorage Inn.

The "Contributorship Drive" will be starting earlier this year. Helena is hopeful to start in mid August. She would like to list sponsorship opportunities and prices within the contributor forms. The Visit Ocracoke ad in the Fall Mile Post Magazine is \$800. Kathryn will double check and see if a motion has already been made for this.

Meeting Adjourned 5:35 P.M.